

MASS MEDIA



TELEVISION



RADIO

**MASS
MEDIA**



MAGAZINES

NEWSPAPERS

INTERNET



DIVIDE THESE WORDS INTO GROUPS.



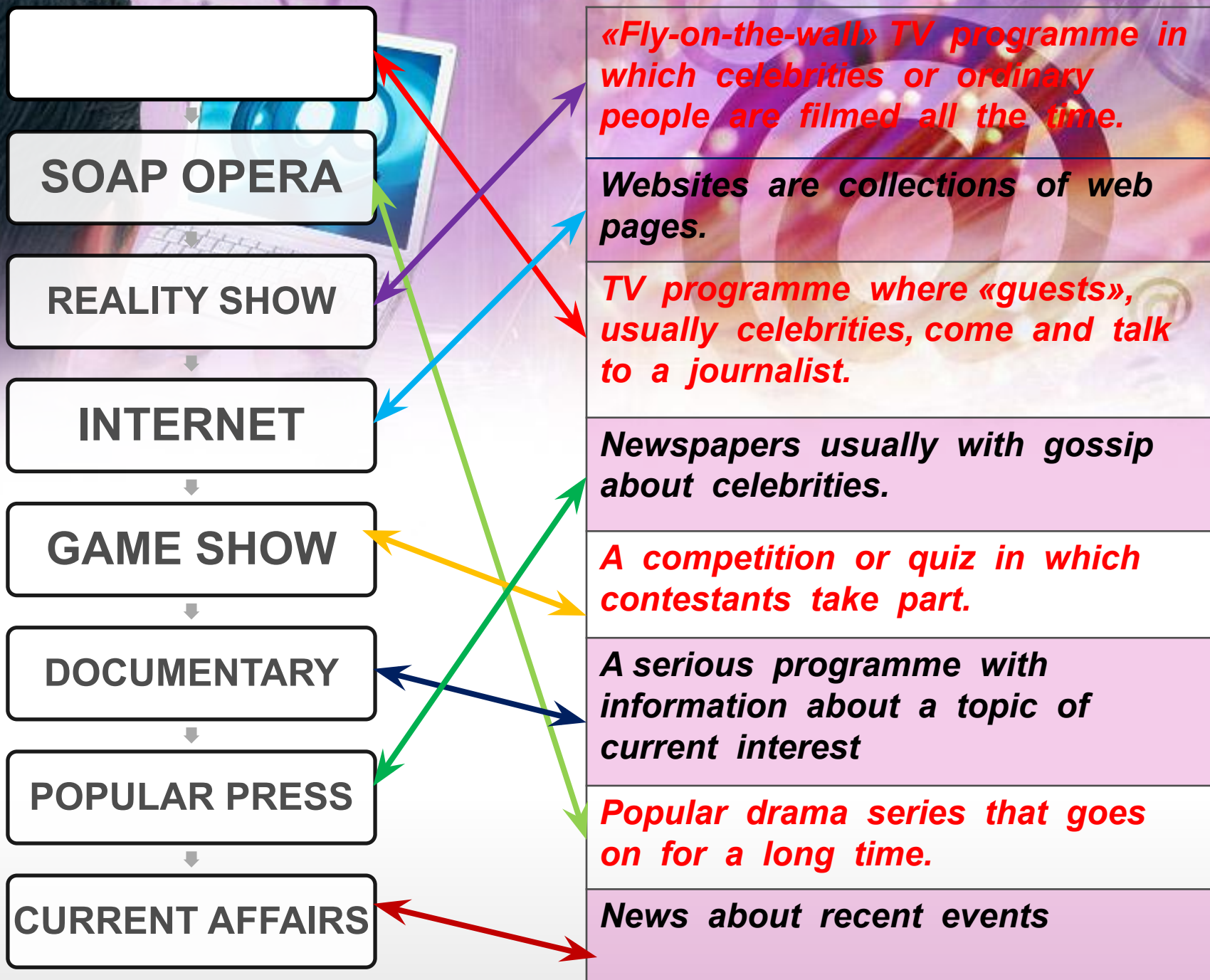
**TV
PROGRAMMES**

**MAGAZINES
ABOUT**

NEWSPAPERS

**GOLF, HEADLINE,
PRODUCER, HOROSCOPE,
HEALTH AND BEAUTY,
DOCUMENTARY, FISHING,
CHESS, ARTICLES, PAGE,
QUIZZES, QUALITY,
CELEBRITIES, THE PRESS,
ADVERTS, THE NEWS,
PHOTOGRAPH, CHANNEL,
LOCAL, SOAP OPERAS,
COMPUTERS**

MATCHING



MATCH THE TOPICS WITH THE SENTENCES.

- a) Cars
- b) Computers
- c) Current affairs
- d) Fashion
- e) Films
- f) Music
- g) sport



1. The President of Russia visited China yesterday. Current affairs
2. The new retro band *The Darkness* have taken us back to the 1970s with their songs. Music
3. Get faster Internet access with the latest broadband versions. Computers
4. Chelsea's boss has bought five new players. Sport
5. The story was not really believable but some of the acting, especially by Orlando Bloom, was fantastic. Films
6. The new Honda is the best yet – a pleasure to drive. Cars
7. Vivienne Eastwood's new dresses are cheap and colorful. Fashion



To receive information
– *получать*
информацию



The media help people

To relax- *отдыхать*
To entertain -



To travel around the
world without wasting
money-
путешествовать по
миру без затрат

• What is a Newspaper ?

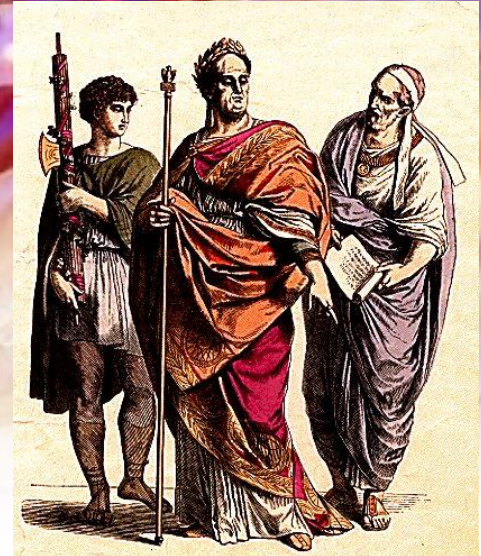
It is a paper printed and sold daily or weekly with news , advertisements , articles about political, crime, business , art, entertainment , sport events.

Entertainment -
развлечение



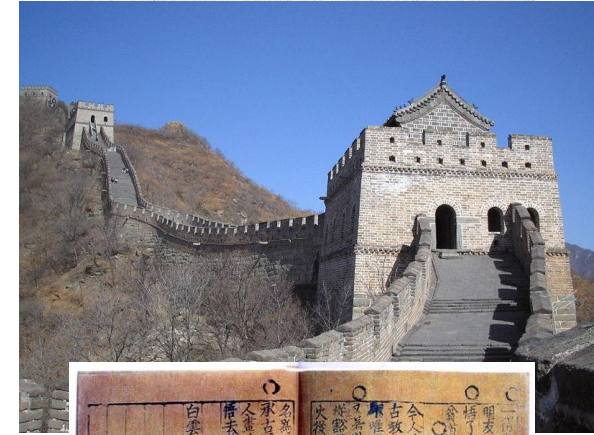
From history of newspaper...

In ancient Rome, announcement bulletins of the **Acta Diurna** government were made public by **Julius Caesar**. They were carved on stone or metal and posted in public places.

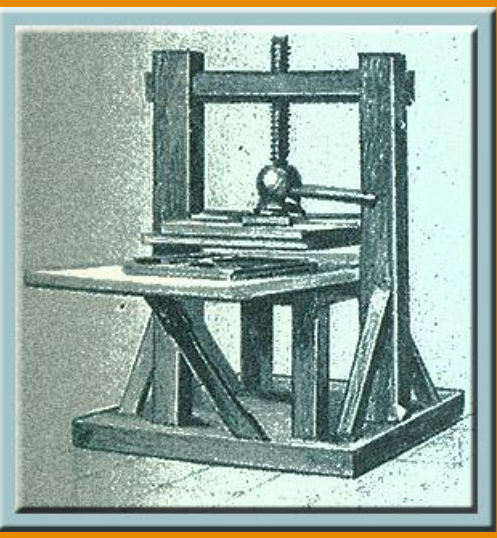


In China, early government-produced news sheets, during the late **Han dynasty** (second and third centuries AD).

Between 713 and 734, the Chinese **Tang Dynasty** published government news; it was handwritten on silk and read by government officials.



NEWSPAPERS IN BRITAIN



Printing press was
invented in the 15th
century in Germany

The first newspaper in
Britain appeared in 1513.



NEWSPAPERS IN BRITAIN

The longest running British newspaper is *The Times* began in 1785.



John Walter was a founder of *The Times* newspaper, London.



NEWSPAPERS IN BRITAIN

Quality newspapers (known as «heavies») contain a lot of serious articles, e.g. about politics, business, science, cultural news.

Popular newspapers (known as «tabloids») carry a lot of big photographs, contain short, simple reports on the main news, stories about famous people.

THE TIMES

THE GUARDIAN

QUALITY PRESS

THE INDEPENDENT

THE DAILY TELEGRAPH



THE DAILY MAIL

THE DAILY MIRROR

THE DAILY EXPRESS

THE SUN

THE DAILY STAR

POPULAR PRESS

Newspapers are divided

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graph TD; A[Newspapers are divided] --> B[Daily]; A --> C[Sunday]; B --> D[Published on every day of the week except Sunday]; C --> E[They are larger than daily ones];
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Daily

Published on every day of the week except Sunday

Sunday

They are larger than daily ones



WHAT'S IN THE PAPERS?



Bomb suspected in Russian crash

At least 39 people were killed and nearly 100 injured when a Russian express train came off the rails last night in what is being investigated as a bomb attack.

THE INDEPENDENT



Johnson condemns hacker to Xmas in a US jail

by Paddy McGuffin



Computer hacker Gary McKinnon is facing Christmas in a US jail after the Home Secretary refused to block his extradition.

★ Morning Star
online.co.uk

The Newspaper is the only national newspaper for 8 to 14 year old children designed for the classroom. It is produced by a small team of teachers and journalists.

It was first published in April 2000 and has been delivered to schools every half term since.

Newspapers for children



NEWS FOR EVERYONE









Russians are great readers of newspapers and magazines. Today Russia has about 33,000 newspapers and magazines. There are national as well as local daily newspapers. The Russian daily, *PRAVDA*, used to be the most important quality newspaper. In the last ten years the daily, *IZVESTIA*, has become the main newspaper in cultural, academic and business circles and *MOSCOVSKY KOMSOMOLET* is read by a wide range of people. However, the most popular Russian newspaper is not a daily but a weekly paper, *ARGUMENTY I FACTY*. Another weekly newspaper, *THE MOSCOW NEWS*, is available in other languages as well as in Russian.

Some people read newspapers for entertainment; others are interested in political and sports news. There are special edition for women, young people, children, businessmen.

Young people often prefer magazines to newspapers. Teen magazines such as *COOL*, *COOL GIRL*, *BRAVO TEEN'S* and *MOLOTOK* are very popular, although they are criticised by parents. These magazines provide gossip about film stars and pop stars and give information about parties, concerts, discos and clubs. They also have articles about latest trends in fashion, music and travel.

READ THE ARTICLE ON RUSSIAN NEWSPAPERS AND MAGAZINES. ARE THESE STATEMENTS TRUE OR FALSE?

1. There are only national daily newspapers.
2. *PRAVDA* used to be the most important quality newspaper.
3. *MOLOTOK* is aimed at young people.
4. There aren't special editions for women.
5. *THE MOSCOW NEWS* is available in different languages.
6. Young people read newspapers very often.
7. Parents agree that magazines *Cool*, *BRAVO* and *MOLOTOK* are useful for their children.
8. In teen's magazines there are many articles about fashion, travel and music.

	1	2	3	4	5	6	7	8
True								
False								

Read the opinions of some Russian teenagers about teen magazines. Do you agree with them? Give reasons.

1. I like *Bravo* mostly because of its pictures, comic strips and articles about animals.

2. I can't imagine my life without *Cool Girl*. It tells you everything you need to know about looking cool.

3. I like to read *Teens*, especially all the gossip about pop stars and Russian singers.

4. I think *Molotok* is great! It's got lots of advice for teenagers. There are some questions that I can't ask my parents, so I look for answers in *Molotok*.

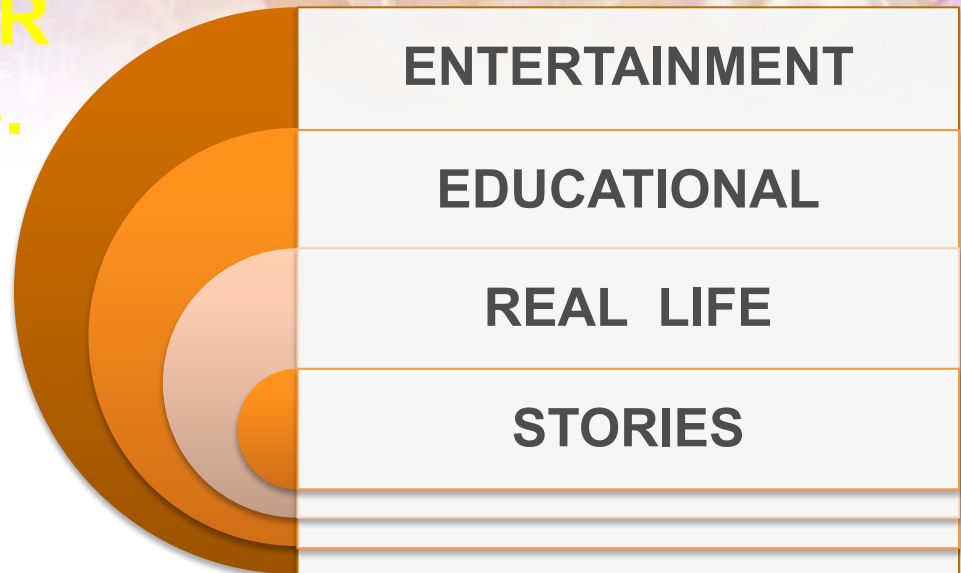
5. All these magazines like *Teens*, *Bravo* and *Molotok* are full of trash. Normal teenagers don't read them.



TV is very important thing in our life. We can say that TV is our eyes because TV helps us to know more about the world, about the others counties, about the events that happened in the world. TV even helps you to know more about yourself.

PUT THE TV AND RADIO PROGRAMMES UNDER POSSIBLE HEADINGS.

DOCUMENTARIES, FILMS, SPORT, CURRENT AFFAIRS, GAME SHOWS, REALITY SHOWS, THE NEWS, SOAP OPERAS, TALK SHOW

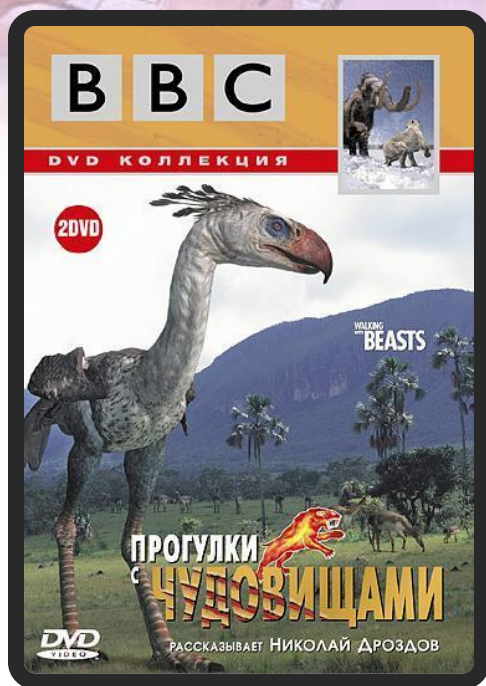


**Broadcasting(вещатель-
ные)programmes (the
news,
plays,advertisements,
shows) for people to watch
on their television sets**



A documentary

A programme which gives facts and information about a particular subject



**Документальный
фильм**

A Weather forecast

A program ,where the announcer says what the weather will be like the next day.



Прогноз
Погоды

Talk show

It is a discussion, where different problems are discussed by participants . They express their opinions, ask and answer questions.



Ток -шоу

Reality TV in Britain

Programmes which ordinary people into the public eye are enjoying a wave of popularity

Popular reality TV shows in the UK



**BIG
BROTHER**

Big Brother



X Factor



Strictly Come Dancing

Match the words with the definitions

1.A documentary

2.A quiz show

3.An advert

4.A cinema

5.Sport news

a. a commercial interruption, where a thing, a product or a service are advertised . it helps people to choose best things.

b.produced by recording images from the world with cameras, or by creating images using animation techniques or visual effects.

c. A program which gives facts and information about a particular subject

e. A programmer ,where sport events are told

d.People take part in a competition there . They are asked questions , they can win or lose the game. If they are in luck , they get a prize.

Match the definitions with the pictures

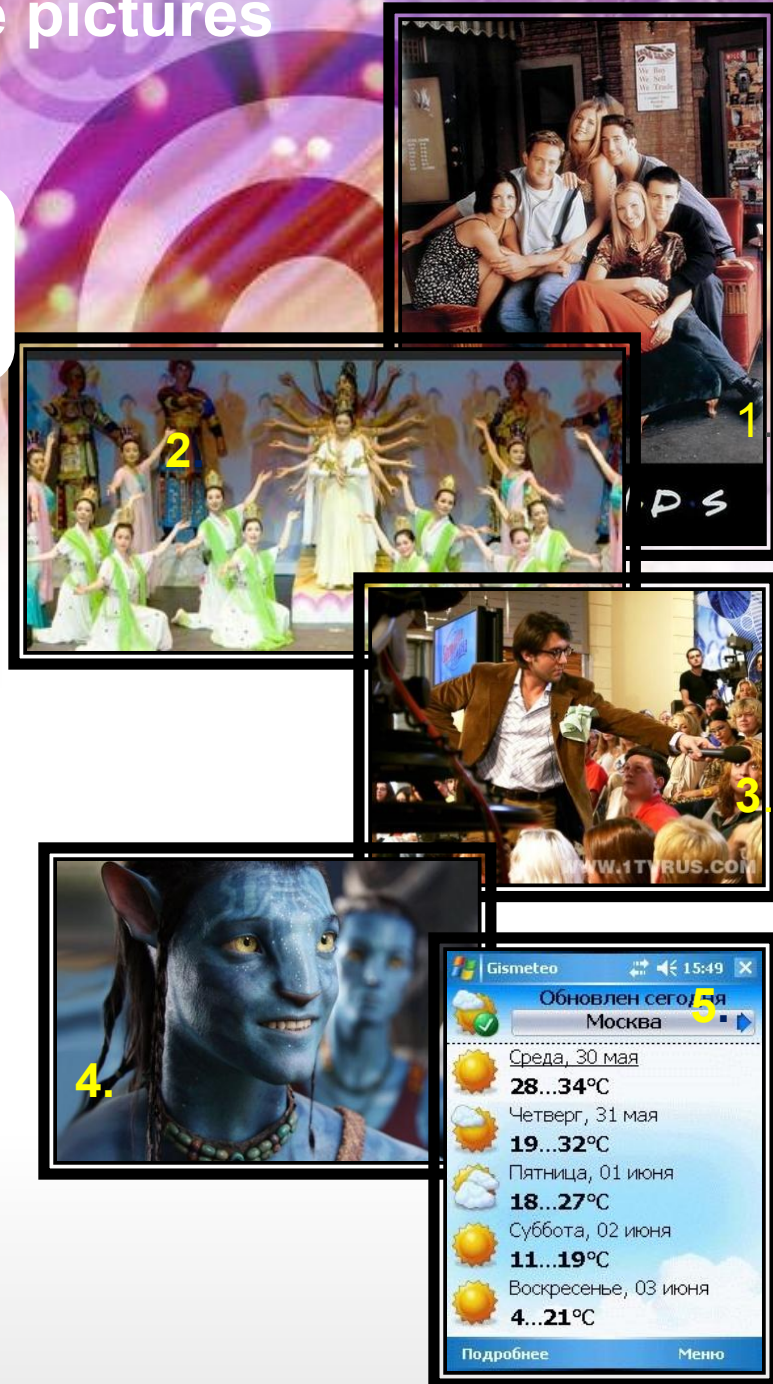
a. There are a lot of music In this kind of programmers, we can watch singers and listen to songs

b. A film with a lot of series , which is shown during a long time

c. A discussion, where different problems are discussed by participants . They express their opinions, ask and answer questions.

d. A film with a lot of sepias , which is shown during a long time

e. produced by recording images from the world with cameras, or by creating images using animation techniques or visual effects.

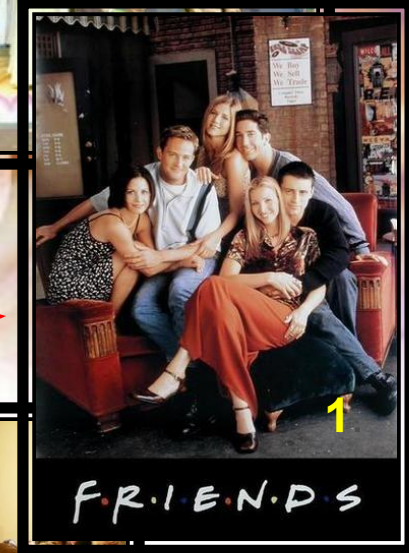


Check yourself!

a. There are a lot of music In this kind of programmers, we can watch singers and listen to songs



b. A film with a lot of series , which is shown during a long time



c. A discussion, where different problems are discussed by participants . They express their opinions, ask and answer questions.



d. A programmer ,where the announcer says what the weather will be like the next day.



e. produced by recording images from the world with cameras, or by creating images using animation techniques or visual effects.





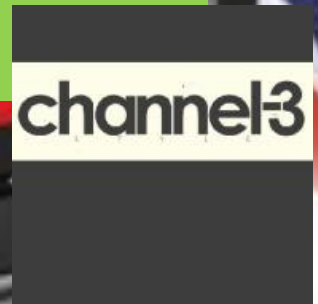
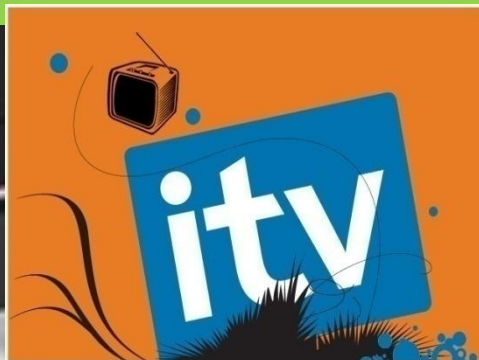
The British Television

There are 940 television broadcasts stations; 400 different TV channels in The UK.

Major British TV Channel is

B | B | C

BBC operates 14 different television channels





Answer these questions with «yes» or «no». For «yes» you'll get two points, for «no» - one point.

1. Do you have 'watching television' on the top of your list of hobbies?

2. Do you get offended, if someone refers to television as 'an idiot box'?

3. You do not remember birthdays and anniversaries, but remember the entire month's TV schedule.

4. You remember over 100 channels by their numbers on the remote control.

5. You prepare for a TV session with lots of popcorn, burgers, pizzas etc.

6. You have seen all the seasons of 'Friends' and remember every episode.

7. Watching television for 5-7 hours on a stretch is a normal routine for you.

8. You wait desperately for new shows, which are being advertised heavily.

9. You meet your friends only to watch TV together.

10. You are always looking out to buy a bigger, better television.

Let's count your score.



If your score is 10-12 points

YOU ARE NOT IN LOVE WITH YOUR TV SET

IT IS GOOD THAT YOU DO NOT WATCH TV SO MUCH. KEEP TV WATCHING TO A MINIMUM, AND ENJOY LIFE. THAT IS THE WAY TO GO.

If your score is 13-20 points

YOU ARE IN LOVE WITH YOUR TV SET

YOU ARE IN LOVE WITH YOUR TELEVISION SET. YOUR FAVORITE PASTIME IS WATCHING TV SHOWS. YES, YOU ARE A COUCH POTATO. WE WOULD SUGGEST - SWITCH OFF THE TV SET FOR A WHILE, AND EXPLORE THE OUTDOORS AND SOCIALIZE MORE.





Hotmail®

**It was invented in
the USA in 1965**



INTERNET

**A worldwide system
of interconnected
networks and
computers.**

You Tube
Broadcast Yourself

THE INTERNET

The Internet is an extremely useful tool that has become an important part of our lives in the last few years

**What are your favourite sites?
Continue the list.**

<http://www.odnoklassniki.ru/>

<http://www.kinopoisk.ru/>

<http://mail.ru/>

<http://vkontakte.ru/>

**MAKE
NEW
FRIENDS**

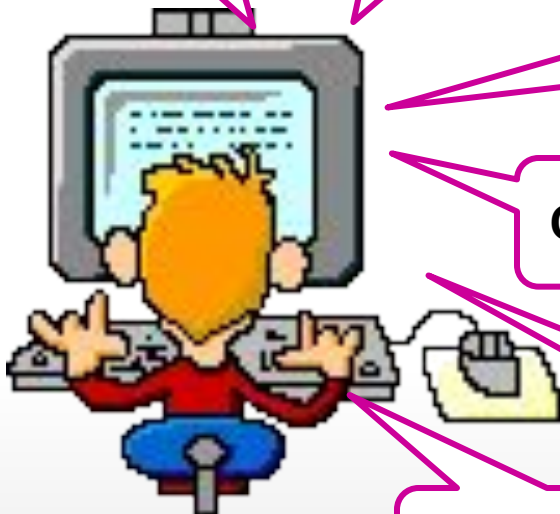
**GET
INFORMATION
MUCH EASIER**

**FIND
A JOB**

COMMUNICATION

shopping

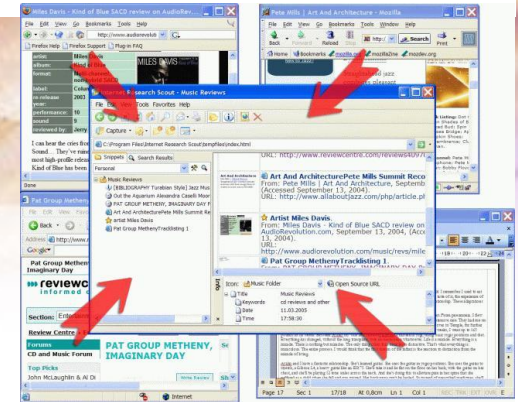
studying



Online shopping



Research ,getting necessary information



Talking to friends



What can you do in internet?

Watching Videos



Downloading/ listening to music





Disadvantages

- ✓ It promotes violence and bad behaviour within society,
- ✓ It stops children from going out, as they wish to stay home and use the internet to talk to friends, to play games

Advantages

- ✓ Allows easy and quick access to information
- ✓ People can purchase products, talk to people and much more online
- ✓ Downloading music- quick and



ИСПОЛЬЗОВАННЫЕ РЕСУРСЫ.

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